

# ORDER



**Orders**

**Order / Rev:** 704564

Alt Order #: \_\_\_\_\_

Product Desc: \_\_\_\_\_

Estimate: \_\_\_\_\_

Flight Dates: 10/22/12 - 11/05/12

Original Date / Rev: 08/06/12 / 08/06/12

Order Type: Political

**WKYC**

Primary AE: Denel Kizler

Sales Office: WKYC

Sales Region: LOC

**Agency**

**Name:** Midwest Communications & Media/ P

Buying Contact: \_\_\_\_\_

Billing Contact: \_\_\_\_\_

49 South Grant Ave.

Columbus, OH 43215

Billing Type: Cash

Billing Calendar: Broadcast

Billing Cycle: EOM/EOC

Agency Commission: 15%

**Advertiser**

**Name:** Republican Senate Campaign Commit

Demographic: A25-54

Product Codes: PL-State/Local

Priority: P-2

Revenue Codes: AGY, GEN, POL

New Business Thru: \_\_\_\_\_

Order Separation: 00:15:00

Advertiser External ID: \_\_\_\_\_

Agency External ID: \_\_\_\_\_

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/28/12	56	\$75,975.00	\$64,578.75
10/29/12	11/05/12	68	\$101,300.00	\$86,105.00

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	56	\$75,975.00	\$64,578.75	0.00
November 2012	68	\$101,300.00	\$86,105.00	0.00
<b>Totals</b>	<b>124</b>	<b>\$177,275.00</b>	<b>\$150,683.75</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Denel Kizler			Start Of Order - End Of Order	100%

**Order Share**

Order Share	Share	Total
WKYC	35%	\$177,275.00
Market	100%	\$506,500.00

**Competitive Share**

Competitive Share	Share	Total
CABLE	0%	\$0.00
WBNX	0%	\$0.00
WEWS	32%	\$162,080.00
WJW	29%	\$146,885.00
WOIO	4%	\$20,260.00
WUAB	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WKYC	10/22/12	11/05/12	LN (M-Su) Late News (M-Su)	CM	11P-1135P	MTWTFSS	:30	7	\$3,000.00	P-2	0.00	NM	15	\$45,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	MTWTFSS		7				\$3,000.00		0.00			
		Week: 10/29/12	11/04/12	MTWTFSS		7				\$3,000.00		0.00			
		Week: 11/05/12	11/11/12	M- - - - -		1				\$3,000.00		0.00			
N 2	WKYC	10/22/12	11/05/12	M-F 5-6a Channel 3 News @ 5AM	CM	5a-6a	MTWTF--	:30	5	\$650.00	P-2	0.00	NM	11	\$7,150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	MTWTF--		5				\$650.00		0.00			
		Week: 10/29/12	11/04/12	MTWTF--		5				\$650.00		0.00			
		Week: 11/05/12	11/11/12	M- - - - -		1				\$650.00		0.00			

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WKYC

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 3	WKYC	10/22/12	11/05/12	M-F 6-7a Channel 3 News Today @ 6AM	CM	6a-7a	MTWTF--	:30	5	\$1,800.00	P-2	0.00	NM	11	\$19,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	MTWTF--					5	\$1,800.00		0.00			
		Week: 10/29/12	11/04/12	MTWTF--					5	\$1,800.00		0.00			
		Week: 11/05/12	11/11/12	M-----					1	\$1,800.00		0.00			
N 4	WKYC	10/22/12	11/05/12	M-F 7-9a Today Today Show	CM	7a-9a	MTWTF--	:30	5	\$800.00	P-3	0.00	NM	11	\$8,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	MTWTF--					5	\$800.00		0.00			
		Week: 10/29/12	11/04/12	MTWTF--					5	\$800.00		0.00			
		Week: 11/05/12	11/11/12	M-----					1	\$800.00		0.00			
N 5	WKYC	10/22/12	11/05/12	M-F 9-10a Today II Today Show II	CM	9a-10a	MTWTF--	:30	5	\$425.00	P-3	0.00	NM	11	\$4,675.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	MTWTF--					5	\$425.00		0.00			
		Week: 10/29/12	11/04/12	MTWTF--					5	\$425.00		0.00			
		Week: 11/05/12	11/11/12	M-----					1	\$425.00		0.00			
N 6	WKYC	10/22/12	11/05/12	Live On Lakeside Live On Lakeside	CM	11a-1230p	MTWTF--	:30	5	\$400.00	P-3	0.00	NM	11	\$4,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	MTWTF--					5	\$400.00		0.00			
		Week: 10/29/12	11/04/12	MTWTF--					5	\$400.00		0.00			
		Week: 11/05/12	11/11/12	M-----					1	\$400.00		0.00			
N 7	WKYC	10/22/12	11/05/12	M-F 5-6p Dr. Phil	CM	5p-6p	MTWTF--	:30	5	\$700.00	P-3	0.00	NM	11	\$7,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	MTWTF--					5	\$700.00		0.00			
		Week: 10/29/12	11/04/12	MTWTF--					5	\$700.00		0.00			
		Week: 11/05/12	11/11/12	M-----					1	\$700.00		0.00			
N 8	WKYC	10/22/12	11/05/12	M-F 6-630p Channel 3 News at 6p	CM	6p-630p	MTWTF--	:30	5	\$3,000.00	P-2	0.00	NM	11	\$33,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	MTWTF--					5	\$3,000.00		0.00			
		Week: 10/29/12	11/04/12	MTWTF--					5	\$3,000.00		0.00			
		Week: 11/05/12	11/11/12	M-----					1	\$3,000.00		0.00			
N 9	WKYC	10/22/12	11/05/12	M-F 730-8p Entertainment Tonight	CM	730-8p	MTWTF--	:30	5	\$1,400.00	P-3	0.00	NM	11	\$15,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	MTWTF--					5	\$1,400.00		0.00			
		Week: 10/29/12	11/04/12	MTWTF--					5	\$1,400.00		0.00			
		Week: 11/05/12	11/11/12	M-----					1	\$1,400.00		0.00			
N 10	WKYC	10/22/12	11/05/12	Tonight Show Tonight Show	CM	1135p-1237a	MTWTF--	:30	5	\$650.00	P-3	0.00	NM	11	\$7,150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	MTWTF--					5	\$650.00		0.00			
		Week: 10/29/12	11/04/12	MTWTF--					5	\$650.00		0.00			
		Week: 11/05/12	11/11/12	M-----					1	\$650.00		0.00			
N 11	WKYC	10/22/12	11/05/12	EN (M-Su) Early News (M-Su)	CM	M-F 6-730pm/SS 6-SS	-----SS	:30	2	\$1,800.00	P-2	0.00	NM	4	\$7,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	-----SS					2	\$1,800.00		0.00			
		Week: 10/29/12	11/04/12	-----SS					2	\$1,800.00		0.00			
		Week: 11/05/12	11/11/12	-----					0	\$0.00		0.00			
N 12	WKYC	11/01/12	11/01/12	Thu Prime C Rock Center	CM	10-11p	---T---	:30	1	\$10,000.00	P-2	0.00	NM	1	\$10,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	---T---					1	\$10,000.00		0.00			
N 13	WKYC	10/22/12	11/05/12	Sat Prime A 8-9p	CM	8-9p	-----S-	:30	1	\$1,600.00	P-3	0.00	NM	2	\$3,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			

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N13	WKYC	10/22/12	11/05/12	Sat Prime A 8-9p	CM	8-9p	-----S-	:30	1	\$1,600.00	P-3	0.00	NM	2	\$3,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/22/12	10/28/12	-----S-		1				\$1,600.00		0.00			
	Week:	10/29/12	11/04/12	-----S-		1				\$1,600.00		0.00			
	Week:	11/05/12	11/11/12	-----		0				\$0.00		0.00			
N14	WKYC	10/22/12	11/05/12	Sat 730-8p Sat 730-8P	CM	730-8p	-----S-	:30	1	\$650.00	P-3	0.00	NM	2	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/22/12	10/28/12	-----S-		1				\$650.00		0.00			
	Week:	10/29/12	11/04/12	-----S-		1				\$650.00		0.00			
	Week:	11/05/12	11/11/12	-----		0				\$0.00		0.00			
N15	WKYC	10/22/12	11/05/12	M-F 7-730p Channel 3 News at 7P	CM	7-730p	MTWTF--	:30	1	\$2,500.00	P-2	0.00	NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/22/12	10/28/12	-----		0				\$0.00		0.00			
	Week:	10/29/12	11/04/12	-----		0				\$0.00		0.00			
	Week:	11/05/12	11/11/12	M-----		1				\$2,500.00		0.00			
Totals													124	\$177,275.00	